## 2004 MAGAZINE AND BROCHURE SECTION ADVERTISING CO-OP



F				0.4						10.4		
	<del>                                     </del>	1st Quarter 2004	20	U <del>4</del>	2nd Quarter 2004		l 	3rd Quarter 2004	20	04	th Quarter 2004	
	January	February	March	April	May	June	July	August	September	October	November	December
	29 5 12 19	26 2 9 16 23	1 8 15 22		26 3 10 17 24	31 7 14 21	28 5 12 19			27 4 11 18 25	1 8 15 22	29 6 13 20
AAA Home &	Away						ļ					
Hoosier	Hway		One I	Page	Two Pa	zes .	Tv	vo Pages	Tw	vo Pages	One	Page
			one i	uge	111014	500		TO T USES		o rages	O.I.C	uge
	İ		1/6 pg ad co	st: \$907.00	1/6 pg ad cost:	\$907.00	1/6 pg ad	l cost: \$907.00	1/6 pg ad	cost: \$907.00	1/6 pg ad co	st: \$907.00
	İ											
	İ						İ					
	1						:					
AAA Home &	. Augus		One I	D	Two Pa			ne Page	0.		One	D
Cincinnati	i Away		Offer	rage	I WO Fa	ges		ne rage	01	ne Page	Offe	rage
			1/6 pg ad cost: \$907.00		1/6 pg ad cost: \$907.00		1/6 pg ad cost: \$907.00		1/6 pg ad cost: \$907.00		1/6 pg ad cost: \$907.00	
	1						!					
	1											
AAA Home &	l · Δwav		One I	Oane Oane	One Pa	ge.			0	ne Page		
Louisville	l		Office	age	Official	ge.	•		0.	ie i age		
	!		1/6 pg ad co	st: \$883.00	1/6 pg ad cost:	\$883.00			1/6 pg ad	cost: \$883.00		
	İ						į					
							i !					
AAA Home &	i Away		One I	Dane	On- P-				0	no Page	1	
Chicago	. Array		Une I	age	One Pa	50	ļ		Oi	ne Page		
ccu3c	1		1/6 pg ad cos	t: \$1,897.00	1/6 pg ad cost:	\$1,897.00			1/6 pg ad	cost: \$1,897.00		
					, -							
	1						!					
	1											
A A A Midwor	i t Travolor		0	D	One De				0.	- P		
AAA Midwes	i		One I	rage	One Pa	ge	•		OI	ne Page		
			1/6 pg ad cos	t: \$1.217.00	1/6 pg ad cost: \$1,217.00				1/6 pg ad cost: \$1,217.00			
	İ		, , ,	• .,=	, , ,	* -,=				***************************************		
	İ						i !					
	İ											
A 4 2 - 4 4 . 1 . 5 5			_				<u> </u> 		_	L		
Midwest Livi	ing		Two F	ages	One Pa	ge	ł		Oi	ne Page		
		1/6 pg ad cost:		: \$4,625.00 1/6 pg ad cost:		4 625 00				1/6 pg ad cost: \$4,625.00		
			7, o pg uu cos	. , ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	ino pg da cost.	<b>4 1,023.00</b>			., o p5 aa	2030. \$ 1,023.00	!	
	1						ĺ				1	
	i			_								
Frommer's B	Budget Travel			Tw	o-sided, 1-page insert				Two-sided, 1-page	insert		
	1								1/6 pg ad cost: \$735.00			
	1			1/6	pg ad cost: \$735.00							
	İ											
	İ											
	İ											
Indianapolis		20 Brochures	(Sun, Feb. 29)				15 E	Brochures (Sun, Aug 1)				
Brochure Se	ction											
	!	Brochure Rate	e: \$625.00				Broo	chure Rate: \$364.00				
	!						-					
							į					
Indianapolis	Monthly		Two-Pages	plus BRC	Two-Pages p	lus BRC			Two-Pa	ges plus BRC	Two-Page:	plus BRC
	İ						i l				- ,	
	İ		1/6 pg ad co	st: \$680.00	1/6 pg ad cost:	\$680.00			1/6 pg ad	cost: \$680.00	1/6 pg ad co	st: \$680.00
	1									I		
Northern Oh Brochure Se	1											
	1		Issue date is TRD is	March 2004				Issue date is TBD in Au	igust 2004	†		
	nio Live		Issue date is TBD in March 2004 Best Driving Issue				Fall Getaways Issue		yust 2004			
		15 Brochures					15 Brochures					
	1											
		Brochure Cost: \$340		0.00		į	!	Brochure Cost: \$340.00				
	İ		П									
	į											
	İ											
Chicago Mag	ı sazine		One I	Page	1				One	Page		
50		One Page 1/6 pg ad cost: \$1,993.0		-		ļ	į		Sile	One Page		
	!			t: \$1,993.00					1/6 pg ad cost: \$1,993.00			
	!				_							
							•					
							<u> </u>					
	!						į					
		l .	1		1		<u>:</u>	l .	1	l	1	